

REMARKS

Favorable reconsideration of this application, as presently amended and in light of the following discussion, is respectfully requested.

Claims 5 and 8-18 are currently pending. Claim 7 has been canceled without prejudice; Claims 5, 8, 12, 13, and 16 have been amended; and Claim 18 has been added by the present amendment. The changes and additions to the claims are supported by the originally filed specification and do not add new matter.

In the outstanding Office Action, Claims 5 and 12-17, were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,731,844 to Rauch et al. (hereinafter “the ‘844 patent”) in view of U.S. Patent No. 5,920,642 to Merjanian (hereinafter “the ‘642 patent”), further in view of U.S. Patent No. 6,177,931 to Alexander (hereinafter “the ‘931 patent”); Claim 11 was rejected under 35 U.S.C. § 103(a) as being unpatentable over the ‘844, ‘642, and ‘931 patents, further in view of U.S. Patent No. 5,758,259 to Lawler (hereinafter “the ‘259 patent”); Claims 7 and 8 were rejected under 35 U.S.C. § 103(a) as being unpatentable over the ‘844, ‘642, and ‘931 patents, further in view of U.S. Patent No. 5,446,919 to Wilkins (hereinafter “the ‘919 patent”); Claim 9 was rejected under 35 U.S.C. § 103(a) as being unpatentable over the ‘844, ‘642, and ‘931 patents, further in view of U.S. Patent No. 6,340,997 to Borseth (hereinafter “the ‘997 patent”); and Claim 10 was rejected under 35 U.S.C. § 103(a) as being unpatentable over the ‘844, ‘642, and ‘931 patents, further in view of U.S. Patent No. 5,995,155 to Schindler (hereinafter “the ‘155 patent”).

Amended Claim 5 is directed to an apparatus for providing additional services for televisual programs to be distributed by broadcasting, comprising: (1) a personal authentication unit arranged at a portion where a finger of a viewer comes into contact with a remote controller; (2) an electronic program guide (EPG) generation unit configured to generate an EPG in which televisual programs to be provided are classified into classified

categories based on viewer features according to tastes of users to allow selection of a televisual program in accordance with the classified categories based on viewer features; and (3) an update unit configured to update the EPG on the basis of a similarity between televisual programs selected by the users. Further, Claim 5 has been amended to clarify that the update unit includes means for collecting contents of transactions for goods purchased through virtual shops on the Internet and for adding televisual programs from other than a classified category, based on viewer features selected by another user having a taste similar to that of a user, to the EPG to be commonly provided to all the users, on the basis of the similarity between the tastes of the user and a televisual program. The changes to Claim 5 are supported by the originally filed specification and do no add new matter.<sup>1</sup>

Applicants respectfully submit that the rejection of Claim 5 is rendered moot by the present amendment to that claim. Particularly, Applicants note that Claim 5 has been amended to incorporate a limitation similar to the limitation recited in original Claim 7. Accordingly, Applicants will address all of the references cited in the rejection of Claim 7.

The '844 patent is directed to a method performed by a computer for obtaining, from a user, a selected program from among a plurality of television programs. In particular, the '844 patent discloses a method that provides for the concurrent display of a television schedule with a graphic description and a textual description of the television program currently selected by the user from a displayed television schedule. Further, the '844 patent discloses that the schedule layout includes a number of program names arranged in an actively learned order based on a frequency of the users previous selections.

However, as admitted in the outstanding Office Action, the '844 patent does not disclose a personal authentication unit arranged at a portion where a finger of a viewer comes into contact with a remote controller. Further, Applicants respectfully submit that the '844

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<sup>1</sup> See, e.g., original Claim 7 and paragraph [0098] of the published application.

patent fails to disclose an update unit that includes means for collecting contents of transactions for goods purchased through virtual shops on the Internet and for adding televisual programs from other than a classified category, based on viewer features selected by another user having a taste similar to that of a user, as recited in amended Claim 5.

The '642 patent is directed to a remote control including a fingerprint reader that acquires a print from one or more operators' digits as a fingerprint signal, and a wireless conveying means for conveying the fingerprint signal to a set-top box. However, Applicants respectfully submit that the '642 patent fails to disclose an update unit that includes means for collecting contents of transactions for goods purchased through virtual shops on the Internet, and for adding televisual programs from other than a classified category, based on viewer features selected by another user having a taste similar to that of a user, as recited in amended Claim 5. In particular, Applicants note that pages 5 and 6 of the outstanding Office Action appear to admit that the '642 patent does not disclose this limitation.

The '931 patent is directed to a method for navigating on a television screen interactive program guide including the steps of: (1) collecting viewer profile data; (2) selecting an advertisement based on the viewer profile data; (3) displaying a list of television programs vertically in a first area of a screen on a display monitor; (4) displaying the selected advertisement in a second area of the screen located horizontally adjacent to the first area; (5) moving an on-screen cursor vertically to highlight one of the television programs in the first area; and (6) moving the cursor horizontally from the first area to the second area to highlight the advertisement. In particular, the '931 patent discloses a profile program that calculates the duration of each viewing by the user and compiles statistics about the time of day and days of the week in which the viewer watches television, interacts with the EPG, or interacts

with the Internet or the World Wide Web.<sup>2</sup> However, Applicants respectfully submit that the '931 patent fails to disclose an update unit as part of an apparatus for providing additional services for televisual programs, wherein the update unit includes means for collecting contents of transactions for goods purchased through virtual shops on the Internet and for adding televisual programs from other than a classified category, based on viewer features selected by another user having a taste similar to that of a user, as required by amended Claim 5. Applicants respectfully submit that the '931 patent is silent regarding collecting contents of transactions for goods purchased through virtual shops on the Internet.

The '919 patent is directed to a communication system for targeting a demographically or psychographically defined audience. In particular, the '919 patent discloses a system for selective transmission of a message to subscribers of a cable television service. Further, as noted in the outstanding Office Action, the '919 patent discloses a database that direct marketers can use that includes information based or compiled from prior mail order purchase records or magazine circulation data.

However, Applicants respectfully submit that the '919 patent fails to disclose an update unit that includes means for collecting contents of transaction for goods purchased through virtual shops on the Internet and for adding televisual programs from other than a classified category, based on viewer features selected by another user having taste similar to that of a user, as recited in amended Claim 5. While the '919 patent makes reference to a database that is compiled from mail order purchase records, Applicants note that this system is a separate system from an apparatus for providing additional services for televisual programs that includes an update unit and an electronic program guide, as required by Claim 5. Moreover, the '919 patent does not disclose means for collecting contents of transactions for goods purchased through virtual shops on the Internet.

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<sup>2</sup> '931 Patent, col. 29, lines 50-55.

Thus, no matter how the teachings of the '844, '642, '931, and '919 patents are combined, the combination does not teach or suggest an update unit that includes means for collecting contents of transactions for goods purchased through virtual shops on the Internet and for adding televisual programs from other than a classified category, based on viewer features selected by another user having a taste similar to that of a user, as recited in Claim 5. Accordingly, Applicants respectfully submit that Claim 5 patentably defines over any proper combination of the '844, '642, '931, and '919 patents.

Independent Claim 12 also recites an update unit including the means for collecting contents of transactions for goods purchased through the virtual shops on the Internet. Further, independent Claim 13 recites an update unit that includes means for collecting contents of transactions for goods purchased through virtual shops on the Internet. In addition, Claim 16 recites a computer readable program means for collecting contents of transactions for goods purchased through virtual shops on the Internet. Accordingly, for the reasons stated above, Applicants respectfully submit that the rejection of Claims 12, 13, and 16 are rendered moot by the present amendment to those claims.

Regarding the rejection of dependent Claims 8-11 under 35 U.S.C. § 103(a), Applicants respectfully submit that the '155, '997, and '259 patents fail to remedy the deficiencies of the '844, '642, '931, and '919 patents, as discussed above. Accordingly, Applicants respectfully submit that the rejections of Claims 8-11 are rendered moot by the present amendment to Claim 5. Further, Applicants respectfully submit that the rejection of Claim 7 is rendered moot by the present cancellation of that claim.

The present amendment also sets forth new dependent Claim 18 for examination on the merits. New Claim 18, which depends from Claim 5, clarifies that the means for adding televisual programs adds programs based on the contents of the transactions for the goods

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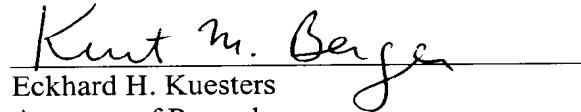
purchased through the virtual shops on the Internet. New Claim 18 is supported by the originally filed specification and does not add new matter.

Thus, it is respectfully submitted that independent Claims 5, 12, 13, and 16 (and all associated dependent claims) patentably define over any proper combination of the cited references.

Consequently, in view of the present amendment and in light of the above discussion, the outstanding grounds for rejection are believed to have been overcome. The application as amended herewith is believed to be in condition for formal allowance. An early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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